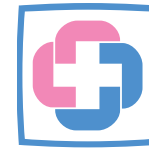




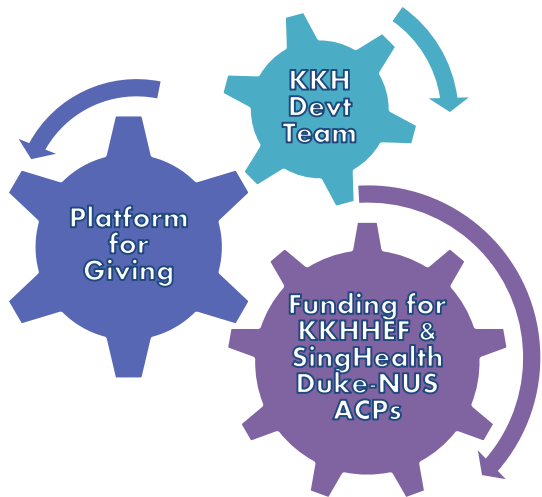
Integrated Communication Strategies for Philanthropy

Singapore Healthcare Management 2014

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KK Women's and Children's Hospital
SingHealth



Aims



- Create new platforms for philanthropic giving to KKH Health Endowment Fund (KKHHEF) & SingHealth Duke-NUS Academic Clinical Programmes (ACPs)
- Establish the Tan Cheng Lim Research and Education Fund, with a target fundraising amount of \$1 million, using multi-channel integrated communication to rally specific publics to its cause

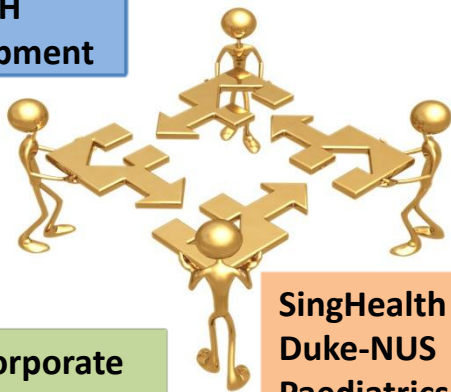
KKH Marketing Communications

Methodology

Communications channels integrating fundraising strategies:

- Regular internal engagement
- Email campaigns
- Sales of published "Festschrift" books – detailing stories, accolades & tributes to Prof Tan Cheng Lim
- Multi-stage engagement through auction booklets & song pledge forms during the "Festschrift" dinner
- Grants & development proposals
- Articles on Facebook, Tomorrow's Medicine, KKH Connect & Special Delivery

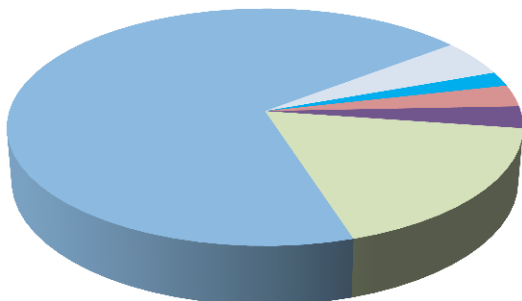
KKH Development



KKH Corporate Communications

SingHealth Duke-NUS Paediatrics ACP

Fundraising Efforts to date...about \$1.7 million



- Dinner Table Sales
- Festschrift Books
- Song Pledges
- Auctions
- Grants & Development Proposals
- Donations

Results



- Far surpassing the \$1 million target...about **\$1.7 million** was raised
- A well-deserving & well-respected clinician was honoured in perpetuity
- A new giving platform was established
- A new donor base was cultivated for the Paediatrics ACP

Conclusions



- Raising awareness of the need for funding to accomplish the vision of academic medicine using multiple channels of communication is imperative
- Successful launch of the first Research Fund created under the SingHealth Duke-NUS ACPs due to the collaborative efforts of the departments and effective communication campaigns paves the way for other ACPs
- Sets a benchmark for communication strategies and execution for integrated planning in philanthropy